

To Make America More Beautiful and Fruitful

AMERICAN NURSERYMAN

AMERICAN NURSERY TRADE BULLETIN

Chief Exponent of the American Nursery Trade

Vol. LII No. 12

DECEMBER 15, 1930

Per Copy 20c

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“Merry
Christmas!”

*Peace
on earth;
and
in all
hearts,
Good Will
towards
Men.*



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American Fruits Publishing Co.

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MAHALEB, MYROBOLAN, imported
FRENCH grown.

SCIONS and GRAFTS in season.

A complete line of General Nursery Stock.

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"One of America's Foremost Nurseries"

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SHENANDOAH, IOWA

E. S. Welch, President WHOLESALE

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CRINKLED

COSTS
LESS THAN
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MAKES
CLEAN - NEAT
BUNDLES

DOES A
BETTER JOB

KEEPSTHE
MOISTURE IN

We will send full size working samples that will prove in your own shipping room that **SAXOLIN** is superior to any other wrapper for retaining dirt and moisture around the roots and delivering a clean, attractive package.

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It's waterproof—tough and easy to handle.

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Bigger and Better Than Ever!

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"Okay, Jack. Bulletin No. 2, ready December 5th, gives a good lineup of the big 1931 show. Guess it ought to go on the Christmas list of things to get."

JACK & PERK

P. S.—Merry Christmas and Optimistic New Year. Don't forget Bulletin No. 2, December 5th.

Jackson & Perkins Company
Wholesale Only
Newark, New York.

"THE AMERICAN LINE"

AMERICAN FRUITS PUB'G. CO

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AMERICAN NUT JOURNAL

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Covering the Trade

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Goes every month into every state in the Union

THIS SIZE SPACE

\$1.40 Per Issue

Under Yearly Term \$1.25

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American Nurseryman Directory of American Plant Propagators

**Listing Nursery Concerns Which Specialize in Production of Young Stock
Including That Which Has Heretofore Been Imported**

The American Plant Propagators' Association, Organized in 1919, Will Hold Its Thirteenth Annual Meeting in Detroit, Mich., July, 1931—H. L. Haupt, Secretary, Hatboro, Pa.

TWO-INCH BLOCKS ONLY ARE SOLD IN THIS DIRECTORY, UNDER YEARLY CONTRACT.

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**RARE AND CHOICE CONIFERAES
AZALEAS (Evergreen and Deciduous)
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POT GROWN VINES & CLIMBERS**

We produce the greatest variety of Herbaceous Plants and Field Grown ROSES in America. Ask for our wholesale lists.

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Rutherford, New Jersey

LARGEST ASSORTMENT

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Write for prices or call and see our growing stock.

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CULTRA BROS., Mgrs.
Onarga, Illinois

Scotch Grove Nursery

Growers of
EVERGREENS
For
Lining Out
GOOD ASSORTMENT
STANDARD SORTS
Price List on Request—Established 1871
SCOTCH GROVE, IOWA

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EVERGREENS
TREES
SHRUBS**

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HARDY NATIVE TREES, SHRUBS,
and PLANTS

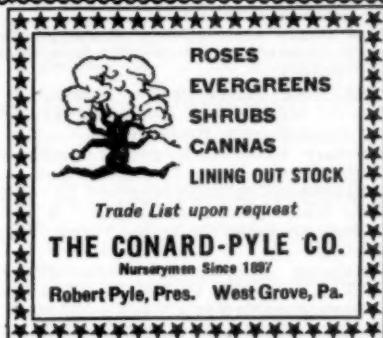
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Exeter, N. H.

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Chief Exponent of the Trade

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SUDSBURY — PLYMOUTH

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SEVEN MILLION EVERGREEN

Seedlings and Transplants

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WILD FLOWERS & PERENNIALS

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Butterfly Bush, Dogwoods, Deutzias, Forsythia, Spireas, etc.

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WELL GROWN—NONE BETTER

See Our Lists Before Buying

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EVERGREENS

SEEDLINGS and TRANSPLANTS

FOR LINING OUT

Write for Our Price List

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"We Grow Our Own Trees"
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On Nursery Trade Affairs

By reading regularly a trade journal which covers the trade news. Progressive Nurserymen who do this possess an undoubted advantage in business plans and in their transactions.

DIRECTORY OF NURSERY TRADE ASSOCIATIONS OF AMERICA

American Association of Nurserymen—Charles Sizemore, Secy., Louisiana, Mo. July, 1931: Detroit, Mich.

Alabama Nurserymen's Association—H. A. Pauly, Secy., Birmingham.

Arkansas Nurserymen's Ass'n.—W. M. Moberly, Secy., Sulphur Springs.

California Assn. of Nurserymen—Henry W. Kruckeberg, 340 S. San Pedro St., Los Angeles, Cal.

Connecticut Nurserymen's Association—A. E. St. John, Secy., Manchester. Jan. 14, Hotel Bond, Hartford.

Eastern Canada Nurserymen's Association—Chas. K. Baillie, Secy., Box 158, Welland, Ontario.

Eastern Nurserymen's Association—H. Lloyd Haupt, Secy., Hatboro, Pa.

Fruit and Flower Club of Western New York—Charles M. Henlon, Mercantile Bldg., Rochester, N. Y.

Illinois Nurserymen's Association—Miles W. Bryant, Secy., Princeton. Jan. 14-16, Hotel Sherman, Chicago.

Iowa Nurserymen's Association—C. C. Smith, Secy., Charles City.

Ass'n of Kansas Nurserymen—W. R. Martin, Secy., Wathena.

Kentucky Nurserymen's Association—Alvin Kidwell, Secy., St. Matthews.

Massachusetts Nurserymen's Association—Winthrop H. Thurlow, West Newbury.

Michigan Association of Nurserymen—Mack Newkirk, secy., Monroe.

Minnesota Nurserymen's Association—W. T. Cowperthwaite, Secy., 20 W. Fifth St., St. Paul.

Mississippi Nurserymen's Association—M. B. Allen, Lilydale Nursery, Long Beach.

Missouri Nurserymen's Association—Paul Stark, Pres., Louisiana, Mo.

Nebraska Nurserymen's Association—Ernst Herminghaus, Secy., Lincoln.

New England Nurserymen's Association—W. N. Craig, Secy., Weymouth, Mass. Jan. 27-28, Hotel Statler, Boston.

New Jersey Association of Nurserymen—Fred D. Osman, secy., New Brunswick. Feb. 1931: Newark.

New York Nurserymen's Association—Charles J. Maloy, secy., Rochester. Jan. 8-9, 1931: Hotel Seneca, Rochester.

Northern Retail Nurserymen's Association—C. H. Andrews, secy., Faribault, Minn. Jan. 6-8, Hotel Nicollet, Minneapolis.

Ohio Nurserymen's Association—G. Walter Burwell, secy., Columbus. Jan. 28-30, Columbus.

Oklahoma Nurserymen's Association—Mrs. W. E. Rey, 2545 W. 13th St., Okla. City.

Oregon Nurserymen's Ass'n.—Eldon Dering, Secy., Peterson & Dering, Portland.

Pacific Coast Association of Nurserymen—C. A. Tonneson, Secy., Burton, Wash. July 1931: Tacoma, Wash.

Pennsylvania Association of Nurserymen—Floyd S. Platt, secy., Morrisville, Pa. Jan. 28, Harrisburger Hotel, Harrisburg.

Rhode Island Nurserymen's Association—Chas. Kempenaar, Portsmouth.

Rio Grande Valley Nurserymen's Assn.—H. L. Bonnycastle, secy., Mercedes, Tex.

Rocky Mountain Nurserymen's Assn.—Chas. C. Willmore, Secy., Box 332, Denver.

South Dakota Nurserymen's Association—J. B. Taylor, secy., Ipswich.

Southeastern Nurserymen's Ass'n.—Otto Buseck, Secy., Asheville, N. C.

Southern Alabama Nurserymen's Ass'n.—W. H. Pollock, secy., Irvington.

Southern California Nurserymen's Ass'n.—L. B. Merrick, Secy., Merrick Nursery, Whittier, Cal. Hold monthly meetings.

Southern Nurserymen's Association—W. C. Daniels, Secy., Pomona, N. C.

South Texas Nurserymen's Ass'n.—R. H. Bushway, Secy., 304 McGowen Ave., Houston.

Southwestern Nurserymen's Association—Mrs. Thomas B. Foster, Secy., Denton, Tex. 1931: Durant, Okla.

Tennessee Nurserymen's Association—Prof. M. G. Bentley, secy., Knoxville. Jan. 13-14, 1931, Nashville.

Twin City Nurserymen's Association—J. Juel, secy., Hoyt Nurs., St. Paul, Minn.

Western Association of Nurserymen—George W. Holsinger, Secy., Rosedale, Kan. Jan. 27-29, Hotel President, Kansas City, Mo.

Western Canada Nurserymen's Association—T. A. Torgeson, Secy., Estevan, Sask.

Wisconsin Retail Nurserymen's Association—M. C. Heppler, Secy., Pardeeville.

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APPLE—Straight or Branched
CHERRY—Mazzard or Mahaleb
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PLUM—Myrobalan
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BIRCH—European White
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HAWTHORNE—Crataegus oxyacantha
MAPLE—Norway

Order now and make sure of your supply

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E E-Z Plant Markers made of galvanized spring steel wire in 18" & 24" length, using our Waterproof tree label, which may be marked with Higgins Waterproof Ink. \$3.75 per 100, \$25.00 per 1000. Free samples of each.

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 ELYRIA, OHIO **Z**

AMERICAN NURSERYMAN, Chief Exponent, twice a month \$2.50 per year. Three years, \$6. Canada, abroad, 50c extra per year.

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Large quantities, all varieties, attractive prices, one and two year. This is well grown stock for the discriminating buyer. Samples and prices gladly submitted upon request.

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 All Sizes

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 for delivery after Nov. 15th.
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APPLE SEEDLINGS
 Kaw Valley grown. Well matured. Straight and branched roots. How many? Glad to send samples and furnish estimates.

Also general assortment of
 NURSERY STOCK

THE OTTAWA STAR NURSERIES
 OTTAWA, KANSAS

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CAR LOTS our specialty, but we accept orders from nurserymen for any number of trees.

Simpson Nursery Co.

Monticello, Fla. Established 1902

THE AMERICAN ASSOCIATION OF NURSERYMEN

Is accomplishing much for the Nursery Trade. With a record of fifty-three years of service. Practical departments and active committees. National conventions of inestimable value.

President—John Fraser, Jr., Huntsville, Ala.

Write CHARLES SIZEMORE, Secretary, Louisiana, Mo., for full particulars
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Unit with Seven Hundred Representative Nurserymen throughout the country to protect your interests and advance your business. Only Nurserymen of high ideals are eligible to membership.

Vice-President—E. C. Hilborn, Valley City, N. D.

AMERICAN NURSERYMAN — December 15, 1930

EDITORIAL DEPARTMENT—Communications on any subject connected with Commercial Horticulture, Nurseries or Arboriculture are cordially invited by the Editor; also articles on these subjects and papers prepared for conventions of Nursery or Horticultural associations. We also shall be pleased to reproduce engravings relating to these topics, Orchard Scenes, Cold Storage Houses, Office Buildings, Fields of Stock, Specimen Trees and Plants, Portraits of Individuals, etc. Engravings will be made from photographs at cost.

Advertising—Last forms close (semi-monthly) on the 10th and 25th of each month. If proofs are wanted, copy should be on hand one week earlier.

"AMERICAN NURSERYMAN" is distinctive in that it reaches an exceptional list and covers the field of the business man engaged in Commercial Horticulture—the cariot operator. Here is concentrated class circulation of high character—the Trade Journal of Commercial Horticulture, quality rather than quantity.

"AMERICAN NURSERYMAN" will not accept advertisements that do not represent reliable concerns.

SUBSCRIPTIONS—"AMERICAN NURSERYMAN," published semi-monthly, on 1st and 15th, will be sent to any address in the United States for \$2.50 a year; to Canada or abroad for \$3.00 a year. Single copies of current volume, 20c; of previous volumes, 25c.

RALPH T. OLcott
Editor, Manager.

WHAT THIS MAGAZINE STANDS FOR—Clean chronicling of commercial news of the Planting Field and Nursery. An honest, fearless policy in harmony with the growing wisdom of modern business methods.

Co-operation rather than competition and the encouragement of all that makes for the welfare of the trade and of each of its units.

Wholesome, clean-cut, ring true independence.

INDEPENDENT AND FEARLESS—"AMERICAN NURSERYMAN" makes no distinction in favor of any. It is untrammeled in its absolutely independent position and rates the welfare of the Nursery Trade above every other consideration.

"AMERICAN NURSERYMAN" has no connection whatever with a particular enterprise. Absolutely unbiased and independent in all its dealings.

Though it happens that its place of publication is in the eastern section of the country, it is thoroughly National in its character and International in its circulation.

Its news and advertising columns bristle with announcements from every news corner of the Continent.

It represents the results of American industry in one of the greatest callings—Commercial Horticulture in all its phases of Nursery Stock, Orchard and Landscape Planting and Distribution.

20 State Street,
Rochester, N. Y.

AMERICAN FRUITS PUBLISHING COMPANY, INC.

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HEAVILY LOADED

For Early Spring Delivery

on

Ornamental Shrubs

H. T. AND H. P. ROSES. Budded on Multiflora.

BARBERRY THUNBERGI, 2 and 3 year
BARBERRY THUNBERGI SEEDLINGS
PEACH TREES, A wonderful lot.
HEAVY ON BARTLETT PEAR.
A COMPLETE LINE ON APPLE AND PLUM.

SEND US YOUR LIST OF WANTS.
WILL QUOTE PRICES WAY BELOW COST OF PRODUCTION.

C. R. BURR & COMPANY, Inc.

Manchester, Conn.

Please use printed stationery so we may know you are entitled to wholesale prices

ORNAMENTALS

IN CARLOAD LOTS

Let us price your short list. We can save you money and we know you will be pleased with our grades and service.

Many items will be short on account of dry weather conditions prevailing the past summer and you can make money on your late fall and spring requirements by ordering now June first payment.

ONARGA NURSERY COMPANY
A. J. & H. B. CULTRA, Prop'r's

ONARGA, ILLINOIS



YOUR WANT LISTS
WILL RECEIVE
PROMPT ATTENTION

CELLAR COUNTS NOW READY SHOW SOME SHORTAGES AS WELL AS SURPLUSES.

WE RECOMMEND EARLY COVERING OF ALL SHORT ITEMS.

The Huntsville Wholesale Nurseries, Inc.
1872 Huntsville, Alabama 1930

FALL-1930

We offer a general line of hardy Northern Grown Nursery Stock

A few Specials in Carload lots

CHERRY—1 & 2 year

APPLE—2 & 3 year

PEACH—1 year

BARBERRY—12/18-18/24-2/3

SPIREA V. H.—2/3-3/4-4/5

HONEYSUCKLE BUSH in variety—3/4-4/5-5/6

ELM AMERICAN—up to 2½ inches

ELM AMERICAN (Budded)—up to 2½ inches

ELM MOLINE—up to 2½ inches

These American Elm budded and Moline have been given extra space in the row and were transplanted four years ago. A fine select lot of trees perfectly straight.

NORWAY MAPLE—up to 1½ inch

SOFT MAPLE—up to 3½ inches

C. M. HOBBS & SONS

BRIDGEPORT, INDIANA

Established 1875

LARGEST NURSERY IN INDIANA

PEAT MOSS

THE BIG BALE

20 bushels finely granulated high quality peat moss.

ATKINS & DURBROW, Inc.,
29-A Burling Slip,
New York N. Y.



A PROVEN FACT: "BETTER SEEDLINGS make BETTER TREES"

For Budding or for Grafting—you should insist only on the best—"Lake's Quality".

Lake's Kansas, Colorado and Washington grown Apple Seedlings are Better—they have that strength and vitality which are so essential in growing Better Trees. These are only a few of the Understocks grown by Lakes, and which you should insist on using.

Prices are no higher than for the regular grown seedlings. We solicit your inquiries—and can make Special Prices on request.

"LAKE'S"
SHENANDOAH NURSERIES
SHENANDOAH, IOWA

AMERICAN NURSERYMAN

[Reg. U. S. Pat. Off.]

**The Chief Exponent of the American Nursery Trade
National Journal of Commercial Horticulture**

Entered September 6, 1916, at Rochester, N. Y., Post Office as second-class mail matter

WITHOUT OR WITH OFFENSE TO FRIENDS OR FOES, I SKETCH YOUR WORLD EXACTLY AS IT GOES—BYRON

Vol. LII

ROCHESTER, N. Y., DECEMBER 15, 1930

No. 12

The Baby National's Fifteenth Annual Meeting

Illinois State Nurserymen's Big Rendezvous Is Scheduled for January 14-16 at Hotel Sherman, Chicago—Nurserymen To Be Principal Speakers—Program

HEREWITH is advance information concerning the annual convention of the Illinois State Nurserymen's Association, to be held in Chicago at the Hotel Sherman, Jan. 14-16.

The program this year has been very carefully thought out. The principal speakers will be Nurserymen and those particularly interested in Nursery problems.

A luncheon will be held Thursday noon, Jan. 15. This is regularly looked forward to as an especially enjoyable feature of the convention, and suitable entertainment will be provided, as also a speaker for this occasion.

Another big factor that is attracting much attention and growing each year is the exhibits. Ernest Kruse of the Wheeling Nurseries, Wheeling, Ill., is chairman of the exhibit committee, and will be glad to furnish information and provide space for a nominal sum to take care of the members, or outside Nurserymen, wishing to display their stock for the attention of prospective buyers.

As the trade knows, the Illinois State Nurserymen's Association is often referred to as the "Little National," and the aim is to maintain the reputation of giving one of the outstanding mid-winter meetings. All who take the time to attend this convention will be well repaid in the knowledge gathered.

F. J. Littleford is chairman of the Program Committee, and is doing excellent work in arranging the details which are now well in hand.

Dundee, Ill.

N. E. AVERILL

On Mezzanine Floor

Change in Location in Hotel Sherman To Facilitate Proceedings and Exhibits

Illinois State Association—Secretary Miles W. Bryant announces that preparations are under way for the usual highly instructive program for the annual meeting at Hotel Sherman, Chicago, Jan. 14-16. N. E. Averill is arranging the schedule. Says Secretary Bryant:

"We are changing our quarters this year from the first floor to the mezzanine floor where the facilities will be very much better for taking care of our meetings, particularly as far as exhibits are concerned. The exhibits will all be in the Exhibit Hall where there will be plenty of space to take care of everyone in the same room. The meetings of the convention will be held in the Grand Ballroom adjoining and there will be lounging rooms available on the same floor."

FIFTEENTH ANNUAL CONVENTION ILLINOIS STATE NURSERYMEN'S ASS'N.

January 14-15-16, 1931

Headquarters Hotel Sherman, Chicago, Ill.

FIRST DAY—Wednesday, January 14

9:00 a. m.—Registration—Secretary's Office, Mezzanine Floor. Miles W. Bryant, secretary, Princeton, Ill.

1:30 p. m.—Opening Session of Convention—President's Address: Henry C. Klehm, president, Arlington Heights, Ill.

Treasurer's Report: Robert B. Bryant, treasurer, Princeton, Ill.

Address: "Summer Planting and the Latest Trends in the Nursery Business." This subject will be covered by three speakers, all Nurserymen, who are leaders in their respective fields. Men who have had practical experience and know what can be accomplished to extend the selling season.

Clarence Siebenthaler, The John Siebenthaler Nurseries, Dayton, O.

William A. Natorp, 400 Reading Road, Cincinnati, O.

Walter W. Hillenmeyer, The Hillenmeyer Nurseries, Lexington, Ky.

Discussion: Plenty of time will be allowed for discussion of this up-to-the-minute

subject. Come prepared to relate your experiences that will be helpful and instructive to your fellow Nurserymen.

SECOND DAY—Thursday, January 15

12:00—Luncheon.

1:30 p. m.—Address: "Treatment and Control of Insect and Plant Diseases, Particularly Red Spider"—Prof. Harry F. Dietz, University of Ohio, Columbus, O.

Address: "Horticultural Observations in the British Isles"—Prof. A. S. Colby, University of Illinois, Urbana, Ill.

THIRD DAY—Friday, January 16

1:30 p. m.—Illustrated Lecture: "Landscape Design for the Small Home, also Rock Gardens"—Elizabeth Strong.

EXHIBITS

Ernest Kruse, Chairman, c/o Wheeling Nurseries, Wheeling, Ill.

This educational feature is one of the main attractions. Plan to have an exhibit of your products this year. A nominal charge is made for the exhibit space. For a small cash outlay you will be able to bring your product to the attention of more prospective buyers than in any other way. The exhibits will all be in one large room adjoining the meeting room.

Among other prominent speakers from the Nurserymen's ranks will be R. D. Underwood and M. R. Cashman. Prof. J. D. Winter, of the University of Minnesota, will discuss "Nursery Inspections and Plant Quarantines." In all, an instructive and entertaining program has been arranged and there is every indication of a large attendance.

Visiting Nurserymen from other states are invited to meet with the Minnesota Nurserymen and to share in convention advantages.

W. T. COWPERTHWAITE,
Secretary

MINNESOTA NURSERYMEN'S ASSOCIATION

W. T. Cowperthwaite, St. Paul, Secy.

The convention of the Minnesota State Nurserymen's Association is to be held this year at the new Lowry Hotel, St. Paul, December 15-16.

The program is to be divided into sections; one to consider the subject of Nursery practices and the other to be concerned with matters of distribution, sales and collections.

On Dec. 15 the session will be largely informal, so that the delegates can bring up their own questions that are important to them in their individual businesses. This informal round-table talk has always been very popular as it permits all to take part and encourages frank discussions of such topics as are of importance at the time. The social and business contacts made during these informal meetings are most enjoyable and profitable to everyone.

On the second day the convention will consider in a more regulated way the problems of distribution and credits. As high-lights on this program there are to be talks by men of experience in the advertising and salesmanship fields. Wm. Foley, associate editor of "The Farmer" will handle the topic of "Publicity" and W. C. Murphy of the R. G. Dunn Mercantile Agency will discuss "Credits and Collections."

Landscape Gardening Course

Ohio State University, Columbus, is to be the scene next month, as usual, of meetings of particular interest to Nurserymen. Commencing on Jan. 6 and continuing four days a short course in landscape gardening has been arranged to acquaint the professional landscape gardener with the latest developments in the field. Stress will be laid on plant materials, their use and maintenance. Design and construction of special types of gardens will receive due consideration. Discussions on soils, fertilizers and other items will be included under the general topics indicated in the program. Certificates will be issued.

Lectures will be delivered by J. P. Porter, Ithaca, N. Y., on "Design of a Small Place;" L. C. Chadwick on "Lawns;" Victor H. Ries on "Perennials;" H. C. Irish, Cleveland, O., on "Tree Care;" C. R. Runyan, Cincinnati, on "Woody Plants;" Alex Laurie on "Water Gardens;" John Siebenthaler, Dayton, O., and H. C. Esper on "Rock Gardens."

How British Research Is Helping Nurserymen

Pendulum of Progress Swings Again To Foreign Precedence—Outstanding Contributions by Two Experiment Stations—Root Stock Results—Unique Research

By M. B. Davis, Chief Assistant Central Experimental Farm, Ottawa, Canada, Before American Pomological Society

FOR many generations horticulturists of the new world looked to the old world for leadership in the art and practice of horticulture; but with the advent of agricultural education in this country, followed by the creation of Experiment Stations and huge Departments of Agriculture under government patronage, we rapidly reached a position where the great majority of us considered that the horticulture of America had been placed upon a more scientific basis than in any other country under the sun. We rather prided ourselves on the number of our horticultural institutions, on the plethora of horticultural publications we issued, and altogether worked ourselves into a very smug position.

Today, however, there are those in the Old Country who have organized around their problems to a degree of efficiency and intensity perhaps not equaled, certainly not surpassed on this side of the water. Two principal institutions serve the research needs of the fruit industry of England. These two are the Research Station at Long Ashton, Bristol, operated by the University of Bristol, and the Research Station at East Malling, Kent. Each institution has made its own distinct contribution to the fruit industry and each can definitely place its finger upon these contributions without fear of having to stretch the imagination to the breaking point. It might be of interest to some of you to briefly review some of the work under way at these institutions and examine some of their methods of approach.

One of the most outstanding contributions of the Long Ashton Station has been its explanation of the leaf scorch malady which took such toll in certain fruit areas of England. The methods of attack are worth examining. At the time when research into nutrition seemed of paramount importance, the Long Ashton staff surveyed the results of fertilizer work in other countries and in England. They found any number of field experiments operated upon empirical methods, but they failed to find much, if any, information which would aid in diagnosing any nutritional ill. In the words of one of them, "the conducting of further experiments along these lines will not aid us very materially in solving the problem of manuring fruit plantations."

Potash Deficiency

Thus, as a result of these conclusions, they commenced in 1920 a study of the response of fruit plants to different treatments, covering nitrogen, potassium, phosphorus, calcium and magnesium deficiencies. As a result of this work one point stood out, namely, that definite foliage characters were developed by each treatment given, thus offering the possibility that an acquaintance with these foliage types might afford a means of diagnosing troubles of a nutritional nature in the field. Leaf scorch by this time, as a result of this pot work, had become associated with low potash conditions, but the characteristic thoroughness of the English did not permit the matter to rest at this point. Analysis of plant material from leaf scorch areas in the field added

further corroboration to the belief that scorch was due to low potash, and a soil and pomological survey of certain areas added still further proof. Attempts to alleviate the trouble by surface applications of potassic fertilizers were not very promising of results. It appeared to be a slow process to build up the available potash of the soil by even heavy applications of available forms of potash. Consequently this final proof was slow and difficult to obtain. By this time evidence had been secured that leaves lost potash on leaching; it was, therefore, considered probable that they could take up potash when sprayed. This was subsequently found to be true and trees on bad leaf scorch areas, sprayed weekly with a 1% solution of K_2SO_4 , did not develop scorch, while unsprayed trees were very pronouncedly affected. The case of leaf scorch being due to potash deficiency was thus closed; it had been proved by diagnosis, by chemical analysis, soil surveys and finally by successful remedial measures.

Soils depleted of their available potash supply are difficult to replenish. In most cases four consecutive heavy applications of potassic fertilizers are necessary before improvement is noted. Continued nitrogen applications, without attention to potash supply, hasten the day of potash deficiency. Growers would do well to take notice of the condition of their foliage and watch closely for signs of potash deficiency in their fruit plantations.

In sucking insect control the Englishman has attacked the problem somewhat differently than we have. He has practically rid himself of aphids by the use of his tar distillate washes as a dormant spray, apparently a more effective control for sucking insects in the orchard than our tobacco summer sprays.

Root Stock Work

The root stock work of East Malling in Kent is probably well known to many of you, but to see it and have the privilege of observing their methods of work; their thoroughness of attack is most impressive. The effect of the stock on the scion has been fully demonstrated and probably one of the most outstanding demonstrations is in connection with the leaf scorch trouble. One particular root stock, namely, type five, has definitely proved to be particularly susceptible to this trouble and when worked to a highly susceptible variety, such as Lord Derby, produces an indicator comparable to the indicators the chemist uses in his work.

By the careful selection of vegetatively-produced stock the Malling Station have greatly reduced their variability as compared to seedling stock, in addition to which the production at will of dwarf, semi-dwarf and full-sized trees of any variety renders the control of close planting a possibility where land values warrant it. The question of compatibility between root and variety is extensively studied; and, with plums and pears in particular, has proved of the utmost importance. The selection of the correct root stock for the right variety

is fully as important in England as the selection of the variety itself.

In addition to the questions of compatibility and vigor, other points upon which exact data has been gathered are: The influence of the stock on size of fruit; influence on color; the influence of the stock on the susceptibility of the variety to disease; the anchorage of the different root stocks under study.

In connection with this last point, considerable work has been performed by the East Malling workers on root excavation and exceedingly valuable and interesting results have been obtained. While the main scaffolding of roots were found to be spread out in the top 18 inches of soil, vertical roots were often found to descend to a depth of many feet, in one case nine feet, six inches, partially explaining why manurial treatments, as commonly applied, may not show response for many years. One definite recommendation regarding feeding area of the tree has been made as a result of this work, namely, that in spreading manure it should be spread to a point well beyond the spread of branches, the greater majority of feeding roots being located at points some distance from the trunk of the trees.

While the East Malling results on root stock investigations have established very definite influences of the root on the scion, the other side of the question is being vigorously pursued at the Long Ashton Station. Here the study of the effect of scion on root, particularly upon seedling roots, is giving results similar to those obtained by Roberts and Swarbrick in America, so that undoubtedly one can look for a great deal of very interesting and debatable material from these two stations.

Unique Research Work

At the beginning of this paper I referred to the two stations at East Malling and Long Ashton. I should like to add a few words with reference to the John Innes Institute. This station, dealing almost entirely with the genetics and cytology of horticultural crops, occupies a unique position in world horticulture. It is purely and fundamentally a research station along those lines and, as such, serves the horticultural institutions, plant breeders and geneticists with much of their fundamental requirements. Without the interference of routine horticulture, extension or advisory work, they have been enabled to devote their talents to many problems which the majority of us in America can but hope to attack in the distant future.

I should like to refer to the thorough way in which the East Malling Station are applying statistical methods to their field experiments. With the refinement of their root stocks and their field plot technique, their pruning and fertilizer experiments are placed upon a much more scientific footing than any work I have had the pleasure of reviewing on this side of the Atlantic.

Guy A. Brown now has his Geneva, Neb., Nursery well established in its new home on Meridian highway.

Weights of Nursery Stock in Carlots and Boxes

Information of Considerable Value to Nurserymen on a Subject Not Easy of Solution —Figures From Experience Which Should Be Kept On File

Editor American Nurseryman:

In re: Weights on various kinds and grades of Nursery stock put in car loads and in boxes.

We think this matter would be of con-

siderable interest to Nurserymen if results your inquiries can be tabulated and printed. We have run through a few hundred shipments, selecting such as contain only uniform varieties and sizes in order to get the following data:

Minimum 36' Car Loaded in Bulk

2 cars, each containing 275 Pin Oak, 2-1/2" caliper.
1 car, containing 900 Silver Maples, 1-1/2-2" caliper.
1 car, containing 2000 assorted shade trees, 6-8'.
1 car containing 750 Pin Oak, 1-1/2-2" caliper.
1 car, containing 400 shade trees, 2-2-1/2" caliper.
1 car, containing 500 Silver Maple, 2-2-1/2" caliper.
1 car, containing 500 Sugar Maple, 1-1/2-2" caliper.
1 car, containing 50 American Elm 3-1/2-4" caliper.
1 car, containing 1000 Shrubs, 4-6', extra heavy.
1 car containing 3500 mixed shrubs and roses, 2-3', medium size.
1 car, containing 300 assorted shade trees 1-1/2-2" caliper.
1 car, containing 4500 Barberry, 2-2-1/2".
1 car, containing 160 assorted evergreens, balled and burlapped 5-8'.
1 car, containing 300 assorted evergreens balled and burlapped 2-4'.
1 car, containing 500 assorted evergreens, 1-1/2-2' balled and burlapped.
1 car, containing 500 assorted evergreens, balled and burlapped 1-1/2-5'.

Boxed and Baled Shipments

No.	Variety	Size	Weight	Box or Bale	Cost of Packing
50	Fruit trees	7/16" 3-4'	80 lbs.	1 bale	\$.80
200	Peach trees	7/16 3-4'	135 lbs.	1 bale	1.15
80	Cherry trees	9/16"	130 lbs.	1 bale	1.15
100	Peach trees	7/16" 3-4'	135 lbs.	1 bale	1.15
1600	Peach trees	7/16" 3-4'	1620 lbs.	2 boxes (30 x 30 x 10')	9.00
100	Silver Maples	10-12'	935 lbs.	3 bales	6.00
100	European Plane	1-1/2-1-3/4" cal.	1800 lbs.	3 bales	9.00
300	Flw. Crabs	3-4'	700 lbs.	3 bales 1 box (30 x 30 x 6')	9.00
200	Privet	1-1/2-2'	70 lbs.	1 bale	.70
50	Shrubs	3-4'	175 lbs.	1 bale	1.35
150	Shrubs	3-4'	630 lbs.	1 box (30 x 30 x 8')	4.00
1300	Shrubs, assorted-medium size		4060 lbs.	5 boxes (30 x 30 x 10')	22.50
1000	Hydrangea P. G.	18-24"	1300 lbs.	3 boxes	12.00
1000	Hydrangea P. G.	2-3'	2000 lbs.		20.00
90	Evergreens—balled and burlapped		3700 lbs.	5 boxes	15.00

SUMMARY

Ordinary-size shrubs weigh boxed or baled two to three pounds each; cost of boxing or baling about two cents each.

Shrubs 3-4' weigh box or baled three to five pounds each; cost of boxing or baling about three cents each.

Fruit trees medium size 7/16" weigh

boxed or baled one pound each; cost of packing about one-half to one cent each.

Shade trees 1-1/2-2" caliper weigh baled fifteen to twenty pounds each; cost of baling six to ten cents each.

Evergreens 2-3', balled and burlapped weigh boxed sixty to seventy-five pounds each; cost of boxing about thirty cents.

Evergreens balled and burlapped 3-4 in a car weigh packed ninety to one hundred pounds; cost of boxing forty to forty-five cents.

We wish to say in this connection that the cost of packing is often a surprise both to the shipper and to the consignee. Quite frequently it is found that shrubs require two and three times as much packing room as ordinary depending upon the length of time they have been growing in the Nursery, distance apart they were planted and business of top and strength of root.

Again, shrubs shipped in the fall when they are heavy with foliage and have to be packed rather loosely to prevent heating would require very much more space than winter or spring shipped shrubs of the same grade.

Also, a great deal depends in shade trees as to variety, spread of top and root, about the quantity which can be gotten into a car. Usually the maple trees, especially Silvers, can be tied down very neatly in compact bunches, which such trees as Pin oaks with horizontal branches and branching roots will require two or three times as much room in a car.

In evergreens much depends on the age and whether they have been previously pruned and transplanted, spread of the tree and heft of the root, which all has bearing upon the size of the ball necessary to make at time of shipment.

THE COLE NURSERY COMPANY

W. B. Cole

Editor American Nurseryman:

Herewith are approximate weights on various grades of fruit trees; these are practically the only grades of Nursery stock that I handle.

As near as I can estimate it, on a 2-3 foot grade of trees 5/16 caliper, we would get 2,500 in a 30 x 30 x 9 foot box. The approximate weight on these would be 750 pounds. Deducting 200 pounds for boxing and packing material, would leave a net weight of 550 pounds.

On 3-4 feet 7/16 trees, would get about 1500 trees to the above size box. On 9/16 to 11/16 trees 750. Could possibly get 500 trees of the 11/16 grade to the box. The weight of boxes after packing would be practically the same as in the 2-3 foot grade,

and the net weight per box would also be practically the same.

WASHINGTON HEIGHTS NURS.
Lee McClain, Owner

Editor American Nurseryman:

Nearly every shipment varies in weight and size. I have seen many shipments not as large as the average desk, weigh nearly a thousand pounds, and again I have seen cases of Nursery stock twice as large that didn't weigh over 250 pounds.

The average car of Nursery stock in bulk will not run over 16,000 pounds. On the other hand I have seen several cars that weighed in excess of 30,000 pounds. Those who packed the stock used poor judgment, however, because it would be practically as cheap to have two freight cars as it is to have one of 30,000 pounds and then to overload it.

W. H. WYMAN & SON
Donald D. Wyman

Grades and Standards—For Nursery Stock, adopted at the 20th convention of the California Association of Nurserymen Sept. 26, 1930, a card folder of eight pages, has been issued by the association. This announcement is made: "In adopting these grades and standards careful consideration has been given to those adopted by the American Association of Nurserymen and also the recommendations made by the Pacific Coast Association of Nurserymen at its San Francisco convention, July 1930. On varieties of stock grown by California Nurserymen special recommendations are made and examples are given: Constructive criticism and suggestions are invited from the trade."

"All quotations, prices and grades both for purchase and sale, must be based on these specified grades. When calling for bids purchasing agents, landscape architects and all buyers of Nursery products should observe these grades and accept only Nursery stock that conforms to these standards. It is recommended that members use a statement similar to the following in their catalogues and quotations: 'Member California Association of Nurserymen.' 'All quotations, prices and grading both for purchase or sale, are based on Horticultural standards adopted by the California Association of Nurserymen, Sept. 26, 1930.'"

Christmas Trees in Baskets—To meet growing demand for small Christmas trees of better quality than the slashings from the woods the Jewell Nursery Co., Lake City, Minn., has been supplying spruce trees in baskets 12"-18" to 36"-42" sizes. Trees are dug bare root puddled and packed for shipment. Can be carried over by purchaser for spring planting; B & B trees, of course, for specimen purposes.

To Repel Rabbits—A plug of tobacco keeps the rabbits away from young fruit and shade trees for Harvey Leahman, Frontier County, Nebraska. He buys a pound of plain plug chewing tobacco, any brand, cuts it up in small pieces and boils it in about 1-1/2 gallons of water for an hour, until it gets good and dark and begins to get a little sirupy. When cool he paints the trunk of the young trees with the solution to a height the rabbits cannot reach.—Capper's Farmer

AMERICAN NURSERYMAN should be regularly on your desk. A business aid. Bristling with exclusive trade news. Absolutely independent. Chief exponent of the American Nursery Trade.

AMERICAN NURSERYMAN

American Nursery Trade Bulletin



CHIEF EXPONENT OF THE AMERICAN NURSERY TRADE

Featuring the Nursery Trade and Planting News of American and foreign activities as they affect American conditions. Fostering individual and associated effort for the advancement of the Nursery and Planting Industry.

Absolutely independent.

OFFICIAL JOURNAL
PACIFIC COAST ASSOCIATION OF NURSERYMEN
Largest District Organization in the Trade
ILLINOIS STATE NURSERYMEN'S ASSOCIATION
Leading State Nursery Trade Organization

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One Year, in advance : \$2.50
To Foreign Countries and Canada : \$2.00
Single Copies : .25

ADVERTISING RATES on Application
Advertisements should reach this office by the 10th and 25th of the month previous to the date of publication.
If proof of advertisement is desired, time should be allowed for round trip transmission.

ROCHESTER, N. Y., DECEMBER 15, 1930

FOUNDER OF AMERICAN NURSERY TRADE JOURNALISM

THE FIRST Nursery trade paper in America was established in 1866, as long-time Nursery concerns knew, and for nearly thirteen years was conducted under the personal and exclusive direction of Ralph T. Olcott, of Rochester, N. Y., who later founded the AMERICAN NURSERYMAN on broad and untrammeled lines.

"The dean of Nursery Trade Journalists"—John Watson.

A Policy Roundly Echoed

"Cultivated Americans, impatient with cheap sensationalism and windy bias, turn increasingly to publications edited in the historical spirit. These publications, fair-dealing, vigorously impartial, devote themselves to the public weal in the sense that they report what they see, serve no masters, fear no groups."—Time Magazine.

Sound Distribution

"Distribution has been much stressed, perhaps correctly, by executives, organizations and business analysts as the present main problem of industry. Nevertheless, I am of the opinion that there can be no sound distribution that is not based on sound production."

"To find and serve a market is to presuppose a capacity to produce economically, wastelessly. Buyers have a way of seeking out the producer who best serves them at the factory."—Charles Ault, Auburn, Me.

BOUGHT ON MERIT

The circulation of the "American Nurseryman" is bought by readers solely on editorial merit. It is never sold through schemes. Cut rates, "clubbing," premiums and deferred payments are not used. It carries no subscription in arrears.

The Mirror of the Trade

AS TRADE CONVENTIONS APPROACH

From the silence which seems invariably to envelop the trade immediately after a trade convention one may judge that the rapid-fire programs of two or three days' sessions dazed the attendants. Or, perhaps, the importance of the subjects, the ideas presented and the action suggested left the hearers in doubt as to just where to begin taking advantage of the suggestions.

This seems to be the charitable view. On the Pacific Coast, however, the apparent lethargy has called forth the opinion of the recently retiring president of the Pacific Coast Association, George C. Roeding, Jr., that the Nurserymen of the west "need to be jarred loose from their moorings." In a communication to the Western Florist and Nurseryman Mr. Roeding says:

"How to bring the Nurserymen to the front seems to me one of the outstanding problems of our trade today, I hardly know what suggestion to make. Would it not be the best plan for the Nurseryman to start in his own community by taking an active part in the community affairs as well as his own? There are many ways of doing this which will benefit him, such as the Yard and Garden Contests, the giving of suggestions and advice to members of the garden clubs, etc.

"I wish there could have been more response and discussion of various matters that were brought up during the convention but evidently I did not have sufficient experience to bring out the response that we should have had. In attending conventions in the future I will endeavor to help by trying to work up some enthusiasm from the floor."

Mr. Roeding has hit the nail squarely in suggesting one means at least for stirring the rank and file into action. He need not reproach himself for oversight in bringing out discussion at his recent convention. In these days of heavy programs brought about by rapid development of many important trade subjects and limited time in which to present them, a presiding officer has his hands full and he is congratulated upon finishing the schedule in the allotted time. Perforce he must pass on to the next listed topic almost as soon as a speaker concludes.

A presiding officer ought not to be so handicapped. The program committee should make ample provision for discussion. The formal topics usually have been given much thought by the speaker who is generally prepared and expects to answer questions. And while the subject is still uppermost in the minds of the hearers is the time for expression of various points of view, to the great benefit of all present in most cases.

Besides, the habit thus formed of taking active part in the proceedings "jars loose from his moorings" the Nurseryman who has gone to the expense of attending the convention and induces him to make sure of regular attendance, not so much perhaps for what he may get opportunity to say as for what he gains by the expressions of others.

It is to be noted that, directly along this line, the program for an annual convention

of the California Association of Nurserymen recently carried this line in italics at the head of the listing for each day's proceedings:

Discussion on each paper and report is invited from the floor of the convention.

The excellent practice of providing definitely for discussion by appending to an announced subject a list of two or more speakers prepared for discussion of that subject, thus inducing further discussion, is worth regular consideration.

If discussion of a full program of important topics would over crowd allotted sessions, let the executive committee arrange for more sessions as being the main feature of the convention anyway.

How about it?

Signal Rose Honor

Editor American Nurseryman:

The rose "President Herbert Hoover" obtained, Nov. 7, a certificate of merit at the international contest of new roses held in the gardens of the royal palace of Pedralbes, Barcelona, Spain. There were 150 entries competing for the honor.

This rose, originated by L. B. Coddington, was distributed to the trade by C. H. Totty Company and Jackson & Perkins Company. The plants, grown at Newark, N. Y., were shipped to Spain by the Jackson & Perkins Company and planted in February after a four-weeks journey.

We all know that the rose had made good in temperate zones, being now an outstanding garden variety; but this award has a particular significance to rose lovers of our southern states, as the contest of Pedralbes was established to find out the varieties doing well under the trying conditions prevailing in summer and autumn after nearly five to six months absence of rain causing most roses to lie down and quit. This report we received states that President Herbert Hoover was noticed for its continuity of good blooms at all times.

J. H. NICOLAS
JACKSON & PERKINS COMPANY
Research Department

The annual Federal Budget is eloquent against government in business, says former President Calvin Coolidge.

"Our community as a whole has manifestly got back to a sober sense of realities. In that respect the situation is far sounder than it was 14 months ago. Our economic, our financial, our banking worlds are far better ordered than they have been in the past."—Thomas W. Lamont.

"Get me right. I'm not going to talk bullish. I can't see myself sitting on a pink cloud right now. But people are over-doing this pessimism business. Now is the time to show the stuff we Americans are supposed to be made of."—President John J. Pelley, New York, New Haven & Hartford R. R. Co.

Typical Front Pages of newspapers this fall, with striking headlines, in various sections of the country convincingly show how the Nurserymen's Publicity Campaign is bearing fruit by way of increasing interest in the use of Nursery stock.

Nursery Trade Bulletin

Nursery Service Department of the California Department of Agriculture will use the Campaign radio press sheet to further interest in home grounds planting.

Rosebank Nursery, Nashville, Tenn., has been sold to the Woodlawn Memorial Park by E. L. Galloway, proprietor, who is going out of business. The stock will be used for landscaping the park.

Effective Advertising of the Nurserymen's campaign appeared in November and December issues of Sunset Magazine on the Pacific Coast and Holland's Magazine which circulates generally throughout the South.

Plant Quarantine Restrictions—Another in the series relating to foreign countries prepared by the U. S. D. A. is the brochure on Australian regulations just at hand. The restrictions are comprehensive and pronounced.

Big National Magazines Pulling—Inquiries from interested home owners on how to make an outdoor living room and how to plant and beautify the home grounds have been pouring into National Campaign Headquarters in an ever increasing stream during the fall months. These inquiries, keyed to the advertisements as they are, show how exceptionally well the space used in the big national magazines is pulling.

If You Don't Give Up—Those who have time to join the spectators on the side lines at a work of construction may learn what persistent attack in a selling proposition will do by watching a stone mason splitting a rock. It's the accumulation of blows rather than the final blow alone which brings results. "That has been our experience and it will be yours if you don't give up," says The Sherman Nursery Company's Pointer.

International Plant Names—Regarding the action taken by the International Botanical Congress this year in Cambridge, England, as reported in this journal, Secretary Harlan P. Kelsey, of the American Joint Committee on Horticultural Nomenclature said to an *American Nurseryman* representative: "Unless the international group is willing to work with the Americans in a very broad way, I am inclined to think we had better adhere to our own standards. The difficulty is not so much one of rules as it is of different languages, at least in my opinion. A translated common name sometimes is a very poor name."

Ten Year Grape Experiment—Fertilizers, particularly nitrogenous fertilizers, increased the yield, stimulated wood growth, and improved the quality of the fruit in a 10-year test with grapes made by F. E. Gladwin, horticulturist in charge of the Vineyard Laboratory maintained at Fredonia by the New York Experiment Station, Geneva. Comparisons were made of complete fertilizers and of various combinations of nitrogen, potassium, and phosphorus. Wherever fertilizers were used marked benefits were observed, although nitrogen proved the most helpful of the three elements, says Mr. Gladwin.

In Its Own Little Way—Says a Carmel, Cal., despatch to the Wichita, Kan., Beacon: "Let the rest of the world keep its bathing beauty contests, its flagpole sitting contests, its marathon dances and what have you. All this village asks is to enjoy its garden contest in its own quiet little way."

Keeping Nurserymen Informed—Educational Director Cary is busy presenting facts regarding the National Campaign to Nurserymen at trade conventions. Last month he addressed the Iowa Nurserymen Association in Shenandoah convention and the Wisconsin Nurserymen's Association in Madison.

Twin City Nurserymen's Association met last month in Minneapolis. An address by J. Wanamaker of the credit department of Holm & Olson, Inc., on "How To Collect" proved of great interest to those present. Discussion pro and con on proposed changing of the Nursery license fees occupied a large part of the program.

Seed Testing—With the seed officials in more than forty countries working together to develop uniform methods of testing all seed stocks that enter into international trade and to report the results of their tests in terms readily understandable by the buyer, New Yorkers will soon benefit directly from the activities of the International Seed Testing Association, declares M. T. Munn, seed analyst at the New York Experiment Station, Geneva.

Recommends Nursery Stock—Nurserymen everywhere will be gratified to learn that The American Tree Association, which has instituted a national movement urging everyone to plant a tree during 1932 in memory of George Washington, "The Father of Our Country" will specifically recommend that Nursery-grown stock be selected for these memorial plantings. This association expects that 50,000,000 trees will be planted during 1932 as a result of the movement.

New York State Association—The usual all around good time and profitable experience attending the annual meeting of this organization is assured for the event of Jan. 8-9 at the Hotel Seneca, Rochester, N. Y. The program was published on page 228 of the Dec. 1 issue of this journal. The New York State attendance is almost equaled each year by that of Nurserymen from other states and indications are that another "Baby National," (as the Illinois State Meet has been called) is in the making. Come along; you won't be lonesome.

Radio Publicity—A prime feature of the Nurserymen's National Publicity Campaign will be the use of radio publicity stressing the message. "It's Not a Home Until It's Planted." More than 530 broadcasting stations in all sections of the country are to be contacted. Interesting and informative talks on home grounds planting and beautification will be supplied. Special addresses over key stations are being arranged for. Shenandoah, Ia., Chamber of Commerce and Harold Welch of Mount Arbor Nurseries have arranged for speaking periods for Educational Director Cary over stations KMA and KFNF. The subject will be: "Home Grounds Beautification at Moderate Cost."

Houston Garden Conscious—"Houston is enjoying its fall festival of roses as a result of the seasonable showers which have been falling the past few weeks. Fall garden planting is showing renewed activity and prospects for more flowers are very bright," said Edward Teas of the Teas Nursery Company, last month.

"Gorgeous radiance roses in the three colors, red, pink and shell pink, are blooming about town in the gardens and esplanades and their long stemmed, fragrant blooms lend an atmosphere of welcome and hospitality for which Houston is renowned. Houston is becoming garden conscious and the well kept yards and well designed landscape plantings lend the value of a wise investment."

Crying Towel—For those who need it. This is the subject of the current issue of The Pointer, house organ of The Sherman Nursery Co., Charles City, Ia., which says: "The next Bozo who comes weeping to you crying 'bad business,' hand him this Crying Towel, direct him to go to a quiet corner and tell him the advantages of Boosting Business. We did it. Now you try it. Business is as good as we make it. Let's Hit the Ball!"

The crepe paper towel of generous size should prove a comforter to many a wandering soul. We learn that the Sherman Nursery Co. has replenished its supply in order to meet the demand—and with good results.

Tie Up the Dog—Under the heading: "Shall We Have Another Garden Contest," the Hamlin, Tex., Herald says:

"Even those who fail to get honorable mention this year will answer the above question and say 'Certainly.' It is just as essential to take pride in the appearance of the 'outside' of your homes as on the 'inside.' So although the contest is over, there are many weeks yet of warm growing weather, and time to enjoy the elevating influence of flowers about the yards and gardens. Don't quit for the public is going to 'judge you now.' Better tie up the old dog, and unlock that back gate for we are coming around to see if the judges gave you due credit. They tell us that the back yard held the key to the prizes this year. We want to see the 'back yard.'"

Franklin Forestry Co., Boston, Mass., which has two Nursery establishments at Colrain, two at Sudbury and one at Plymouth, Mass., has just completed another one mile east of Shelburne Falls, Mass., on the Mohawk Trail, 21 acres in extent. It is one of the show places along the trail. This season 20,000 small evergreen trees have been brought to the Shelburne Falls plant from Christian Hill, Colrain, where there are 80 acres of land devoted to growing selected trees and in this larger forestry there are 10,000,000 seedlings and transplants under the direction of John P. Galvin. These Nurseries open for business from April 1 to 10 and close about the middle of November and deal both in wholesale and retail trade. Trees planted in the new Nursery are from 3 to 15 years old and are arranged according to size.

Ornamental planting is one of the popular departments of the forestry company and at the Sudbury Nursery is a retail landscape department. Under the head of woods work is estimating, surveying and mapping, forest thinning, bush cutting and cordwood cutting, and weevil removal.

Are you preserving your copies of the *AMERICAN NURSERYMAN*? They are of unequalled historic value.

Marked Progress of the Publicity Campaign

Striking Evidence of Increased Public Interest in Home Grounds Planting—Gardens Represent Communities—Outstanding Character of the National Garden Contests

INCREASED public interest in home grounds planting and beautification is strikingly evident in the tremendous entry list of the 1930 National Yard & Garden Contest sponsored by the Nursery Industry through its National Campaign Headquarters. The entry list, just closed, shows more than 100% increase in number of communities participating.

This record was achieved despite the severe drought of last summer which was a great handicap to gardening everywhere and prevented many an ambitious home owner from bringing his place to the highest stage of perfection.

Scores of enterprising communities which are bidding for first prize in the big national competition are entering home grounds on which attractive outdoor living rooms have been created by harmonious groupings of trees, shrubs and flowers. Appropriate foundation plantings have been set out and front and rear grounds have been developed with artistic open lawn areas, colorful perennial borders, walls of living green to screen out unsightly views and graceful border plantings.

Modern beautification styles are of course much in evidence when it comes to the development of interesting landscape features. And rock gardens and lily pools with appropriate plantings are seen everywhere.

Gardens Represent Communities

Each garden entered in the national event is a first prize winner in a local Yard & Garden Contest, one of the more than 600 competitions held throughout the country this year. In many cases the individual gardens entered have been judged more meritorious than dozens, even hundreds, of other gardens and are therefore the outstanding home grounds of an entire community.

A spirited rivalry has developed among these enterprising cities and towns in all sections of the United States. They consider that winning a National Yard & Garden Contest award is one of the highest honors that can come to them. Oftentimes they have gone to considerable expense in preparing their exhibits. The letters accompanying the entries frequently call attention to the handicap of the drought last summer or to other physical obstacles which the home gardeners had to overcome in developing their places into prize-winning form.

Much space has already been devoted to this big country-wide home grounds competition by daily newspapers in rival communities from coast to coast. In many towns and cities, both large and small, local prize winners were urged as a matter of civic pride to have their premises photographed so the contest sponsor—chamber of commerce, newspaper, civic club or garden club, could officially make entry in the National Yard & Garden Contest.

Some idea of the high class of sponsorship in the 1930 contest may be gained from the fact that such influential metropolitan daily newspapers as the New York World, the Baltimore Sun, the Indianapolis News and the Spokane Spokesman-Review are

among the long list of organizations backing the entries this year.

Prizes Moderate in Cost

This is but the second year of the big national event sponsored by the Nurserymen, but it already outranks many other national competitions which have been established for many years and which are supported by immensely larger appropriations. The National Yard & Garden Contest is administered at a very moderate cost. No attempt is made to arouse interest in home gardening through the distribution of large sums of money as prizes. The awards consist of handsome pieces of ornamental stone garden furniture each of which bears a neat bronze plate on which is inscribed the name of the contest and of the winner.

The amount of newspaper, magazine, trade journal and display space and of radio time generously given to this national event last year, however, has set a new record for contests of this kind. Hundreds of newspapers, the Nursery trade press and several of the big magazines with a combined circulation of many millions of readers printed fine accounts of the contest last year, giving generous space to the story of how Ernest J. Rawleigh, World War veteran, turned a barren 40-foot lot in Buffalo, N. Y., into a veritable fairyland of growing things with his unstinted planting of trees, shrubs and flowers. Stereopticon slides of the winning garden were also shown to scores of large audiences. The story of the national winners was also broadcast over several radio stations, reaching millions of listeners all over the United States and Canada.

Advance Call for Traveling Exhibit

Without a doubt the 1930 Yard & Garden Contest release will be accorded even greater publicity than was the case last year. The same mediums will be employed. Sectional groups in various parts of the country have already requested the traveling exhibit of prize-winning photographs. The hundreds of photographs comprising the entries are now being catalogued and arranged in exhibit form at the Nurserymen's National Campaign Headquarters. The judging will take place during the winter months. Announcement of the winners will be timed to precede the spring planting season.

Tyler Nursery Change—Maurice Shamburger has bought the half interest in the Tyler, Tex., Nursery & Floral Company formerly owned by Earl Barron and the firm will now be composed of Jack and Maurice Shamburger, it has been announced. Maurice Shamburger has had years of training, including landscape architecture at Iowa State College, special training at the University of Michigan, at Harvard and other leading institutions of the middle-western and eastern cities, including the University of Washington and in Virginia. He has also had four years of training at the University of Texas. Mr. Shamburger has worked in leading gardens of the United States and has made a tour of similar work in Mexico and Canada.

Speer's Evergreens, Minneapolis, Minn., has been incorporated \$100,000.

Johnston Nursery Company, Tampa, Fla.; 50 shares, no par value, A. B. McMullen, M. H. Draper, G. Osborne, directors.

Forty-Year-Old Pageant

Under the heading, "Royal Regiments of Roses in Review," Michael Kelly of the Pasadena, Cal., Tournament of Roses Association outlines what may be expected to be seen in Pasadena on New Year's Day. The first Tournament of Roses was held Jan. 1, 1890. Forty years of repetition have rung many changes in the celebration. The festival this season will represent "Dreams in Flowers" and each of the 80 to 100 floats will conform to a phase of that subject. The joust has become one of America's institutions. It is written about and illustrated the world around. Here are some tournament statistics:

The annual Tournament of Roses undoubtedly attracts 100,000, perhaps more, to Pasadena, California. More than 6,000,000 of blossoms, mainly roses, carnations and sweet peas, decorate the 80 to 100 floats; two thousand people, the majority girls in costumes, ride on these floats; around 150,000 people line the five miles of the line of march. Five thousand skilled people work feverishly throughout the night before New Year's, placing the fresh flowers on the floats; as the streets are cleared after the two-hour parade, more than 85,000 people in 25,000 to 30,000 cars stream to the Rose Bowl in the Arroyo to see the annual East-West football game. There is little confusion or discomfort. Pasadena gives one big show a year—and does it right.

Edward H. Roehrs, Wallington, N. J., died last month, aged 52. He was prominent in the Nursery business and an orchid specialist of national reputation. His father, the late Julius Roehrs, founded the Roehrs Nurseries in Bergen County.

J. B. Notestein, native of Ohio, for 18 years prominent as a Nurseryman specializing in royal palms, died Nov. 25, aged 77.

G. O. Anderson & Sons, Inc., Arlington, Mass., greenhouse Nurseries; capital, 750 shares no par stock; incorporators, Gustaf O. Anderson, Woburn, and Nila G. and Elmer E. Anderson, both of Arlington.

COMING EVENTS

Dec. 15-17—Minnesota Nurserymen's Association, Hotel Nicollet, Minneapolis.

Dec. 15-17—New York State Nurserymen's School, Cornell University, Ithaca, N. Y.

Dec. 29-31—American Society for Horticultural Science, Western Reserve University, Hotel Hollenden, Cleveland, Ohio.

Jan. 4-5—Southern Nurserymen's Association, Henry Grady Hotel, Atlanta, Ga.

Jan. 6-8—Northern Retail Nurserymen's Association, Hotel Nicollet, Minneapolis, Minn.

Jan. 8-9—New York Nurserymen's Association, Seneca Hotel, Rochester.

Jan. 13-14—Tennessee Nurserymen's Association, Nashville.

Jan. 14-16—Illinois Nurserymen's Association, Hotel Sherman, Chicago.

Jan. 27-28—New England Nurserymen's Association, Hotel Statler, Boston.

Jan. 27-29—Western Association of Nurserymen, Hotel President, Kansas City, Mo.

Jan. 27-29—Missouri Nurserymen's Association, Hotel President, Kansas City, Mo.

Jan. 28—Pennsylvania Nurserymen's Association, Harrisburger Hotel, Harrisburg, Pa.

Jan. 14, Connecticut Nurserymen's Association, Hotel Bond, Hartford.

Jan. 28-30, Ohio Nurserymen's Association, Columbus.

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 Lonicera Bella Albita, 2-3 to 5-6 ft.
 Deutzia Pride, 2-3 to 5-6 ft.
 Forsythia Asst., 2-3 to 4-5 ft.
 Tamarix Asst., 2-3 to 5-6 ft.
 Purple Wisteria, 2 & 3 yrs.

EVERGREENS—Biotics and Junipers, in good supply.
 Early Harvest B. B. root grown plants.
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SPIREA VANHOUTTE 2-3 ft., 3-4 ft., and 4-5 ft. in quantities. assortment.
 FRUIT TREES, GRAPE VINES, and WISC. WEEPING WILLOWS 6-8 ft. and 8-10 ft.
 HYDRANGEA ARBORESCENS 18-24 in. and 2-3 ft.
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Compte de Gomer	25.00	Modeste Guerin (true)	27.50
Couronne d'Or	20.00	Mons. Jules Elie	35.00
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Edulis Suerba	20.00	Octavie Demay	25.00
Eugenie Verdier	25.00	Princess Beatrice	18.00
Eugene Bigot	40.00	Rubra Superba	27.50
Felix Crousse	30.00	Simonne Chevalier	35.00
Festiva Maxima	18.00	The Moor (Fine single Red)	55.00
Grandiflora	30.00	Therese	85.00
Karl Rosenfield	40.00	Triumphe de L. Expo. de Lille	20.00
La Tulipe	20.00	Umbellata Rosea	18.00
Mme. de Verneville	18.00	Red	18.00
Mme. Emile Galle	25.00	White	14.00
Mme. Geissler	25.00	Pink	14.00

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Business Coming Easier Than In Last Two Years

Says Fletcher Bohlender Because of Necessary Replanting Due To Damage by Prolonged Hot Weather—People Getting Their Feet on Ground

Fletcher Bohlender of the Spring Hill Nurseries, Tippecanoe City, O., expresses an optimistic view of the business situation and says that he expects 1931 to be an excellent business year, not only in the Nursery line, but in other lines as well.

"The outlook is good. Business is coming easier than in the last two years because of the extensive damage done by the prolonged hot weather, necessitating the replanting of thousands of trees and shrubs.

"In addition to replacements, throughout the country there is more landscape work now going on or in prospect than at any time for the last two years.

"People generally are getting their feet on the ground" he said, "and that is a good thing. The average man is thinking more and more about living and enjoying life more abundantly in his home surroundings, enriched by nature's gifts, trees and shrubs and other beautiful things.

"Not only is this true of the average citizen but it holds good in the cases of the big estates of the wealthy classes. Real estate developers too, realize the value of scientific planting and they are turning more and more each year to trees and shrubbery to produce an atmosphere on new projects that they would not otherwise obtain.

"On the basis of inquires we are receiving from the private or small home owner and the largest estates as well, we are con-

fident of an early business revival not only in our own particular business but in all others as well. Of course, it may be some little time before an appreciable improvement is felt but there is an upward trend, people are buying more and more and we should appreciate this change for it means so much to everyone."

Bever-Aldrich

Miss Thelma Edith Aldrich, daughter of Mr. and Mrs. Clarence Aldrich, Farmington, Mich., and Ronald R. Bever, of the same place, were married October 18. Appropriately the decorations included palms and ferns, as became the wedding of a Nurseryman's daughter; but the florist trade was drawn upon for tritoniias, gypsophilas and orange blossoms. A selective list from a Nursery catalogue is needed for such occasions—with all due respect to conventional observance in the case in point.

Sixty Miles of Yule Pageant—A despatch from Santa Cruz, Cal., says: The biggest project on the coast in the way of permanent illuminated Christmas trees has already been started in this city by Elmer E. Carr of Pinehurst Nurseries. Carr, who is the father of the illuminated Christmas tree feature, is not satisfied with twenty miles of trees between Santa Cruz and Watsonville, but will now extend the project to Monterey and make it a sixty mile drive.

Quarantine Campaign Results

Reporting the results of campaigns against the major plant pests which are the subjects of domestic quarantines, and summarizing the activities which guard the nation against the introduction of insects and plant diseases new to the United States, Lee A. Strong, Chief of the Plant Quarantine and Control Administration, in his annual report just made public by Arthur M. Hyde, Secretary of Agriculture, devotes principal attention to the Mediterranean fruit fly and the pink bollworm. The European corn borer, Japanese beetle, gipsy moth, Mexican fruit worm, and white pine blister rust are among the other more important plant pests and diseases on account of which quarantines are enforced by the Plant Quarantine and Control Administration, which, on July 1, 1928, took over the regulatory duties previously performed by the Federal Horticultural Board and several of the scientific bureaus of the department. The report covers the year ended June 30, 1930.

The Japanese beetle quarantine was revised to correspond to developments in the spread of the pest. The shipment of 7 carloads of soil contrary to the Japanese-beetle and Asiatic-beetle quarantine regulations was regarded as one of the most serious infractions of a Federal plant quarantine ever discovered, and prosecution resulted in the imposition of a \$1,400 fine, the largest on record for such an offense.

The report gives details of the administration of the other quarantines now in effect, and sets forth the achievements of the Administration in preventing the entry of many plant diseases and insects. Advances in international aviation have complicated problems. The report includes a series of tables of statistical information relating to the activities of the Administration. Mr. Strong comments that the report covers a year in which the first five months were under the administration of Dr. C. L. Marlatt, who had previously asked to be relieved so that he could devote full time to his duties as chief of the Bureau of Entomology.

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You only need to know common plant names to use it because these terms, along with the botanical names, are all set down in alphabetical order and cross-referenced to each other. It is a dictionary in the true sense of the word.

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Here's How Ohio Nurserymen Thresh Out Problem

University Short Course With Experts Directing Discussions—Leading Up to Annual Convention of State Nurserymen's Association—Practical Information

It was fortunate that the Nursery Short Course and the annual meeting of the Ohio State Nursery Association were scheduled together Jan. 26-30. The program as announced contains topics of vital interest to all Nurserymen. For instance, plant identification. What a bug-bear that subject is to every Nurseryman! Plants are continually being mixed up in the Nursery. Take any number of catalogues and compare the names of plants. See what variation there is in naming, especially evergreens. Most every Nurseryman has his pet names. To give the Nurserymen some idea as how to begin to straighten this matter up Professors Chadwick and Ries will devote a whole day to Plant Identification, and if interest shown in this subject last summer at Painesville is any index, the room will be filled from morning till night.

Storage problems beset most Nurserymen. Two men from Michigan State College, Professor R. E. Marshall and J. A. Neilson, will give a great deal of valuable information to those present, on this subject. Professor Neilson, it will be recalled, has done considerable work with the paraffining of Nursery stock.

Possibly of greatest interest to Nurserymen at present is a discussion of how to better the business side of the Nursery. Great, modern business is done on a merchandising basis. Fred Lazarus will discuss this phase of modern business. Nurserymen should be able, after hearing Mr. Lazarus, to decide whether they can adapt the principles to their business. Along the same lines of better business methods, the keeping of costs confronts the Nurserymen. Some say "it can't be done," but Paul Shepard of Shady Lane Nurseries, Columbus, says it can be done, and he will be present to prove it. Our good friend, C. E. Cary, educational di-

rector of the National Nursery Advertising Campaign, will tell us how to increase the market for Nursery products.

The above program is full enough of value to pay Nurserymen to come many miles to hear, but, as Al Jolson once said, "You ain't heard nothin' yet." I suppose many Nurserymen, seeing Propagation on the program, would say, "Propagation is not a problem with us. We have over-production already. What we want to know, is how to move it." However, if, in the course of a talk on propagation, you were to hear, that, absolutely, you could root nine times as many Pfitzers in November as in February, wouldn't that one point make it worth your while? More than that will be told by our president, C. E. Kern, of Wyoming, and Professor L. C. Chadwick.

Another subject which Nurserymen should pay more attention to, and will in the near future, is that of fertilizers. Mass production and the intensive cultivation which Nursery soil gets, should prompt all Nurserymen to listen closely when Professor Laurie discusses fertilizers and Professor McClure discusses soil improvement. Our good friend, Harry Dietz, entomologist at the Ohio Agricultural Experiment Station, will be with us again to tell us how to combat the ever-increasing host of insects. No one knows more about insects of Nursery stock than does Dietz.

Last, but not least, we will hear from C. R. Runyan, superintendent of that arboretum-cemetery, Springrove, Cincinnati, O., and our president again, C. E. Kern, on what's new in plants for ornamental plantings. New and desirable plants are being advocated for use by landscape architects and lecturers throughout the country, and we as Nurserymen must keep step and see that we have all of them on hand.

Now we know that you are coming. Talk it up in your Nursery circles and let's everyone benefit from this extensive program.

Columbus, O.

H. C. ESPER

Canadian Cabinet has empowered E. B. Ryckman, minister of National Revenue, to fix higher valuations for duty purposes on imported Nursery stock. The step is an attempt to prevent dumping. The order empowers the minister to revalue several kinds of fruit trees and berry vines, as well as some types of rose bushes.

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American Rose Society—New roses approved for registration: Dazla, Essence, Memory, Aroma, Princess Margaret, Dr. Belville, Mrs. L. B. Coddington. Three Bloomfields (Improvement, Novelty and Loveliness) have been changed to Ednah Thomas, Margaret Anderson and Sophie Thomas, respectively, by Capt George C. Thomas, Jr.

Alfred P. Hottes, associate editor of Better Homes and Gardens, Des Moines, Ia., and Educational Director C. E. Cary, of the publicity department of the American Association of Nurserymen, Davenport, Ia., will be two of the leading speakers on the horticultural program at the Organized Agriculture sessions, January 7, at the University of Nebraska, Lincoln.

Millane Nursery and Tree Expert Co., Inc., has acquired two acres of land adjoining its property on the main road in Cromwell, Conn. With the newly acquired land the company has a tract covering 50 acres. Neal A. Millane, president of the company, says that despite the depression existing in some business circles the volume done by his concern is greater than that of last year. The company will erect buildings on the newly purchased land to house equipment.

Small Fruits Insurance—McCracken County, Kentucky, experienced one of the most serious droughts in the history of the weather bureau. Damage to crops was heavy. Yet a number of farmers in that county found safety, some income, in berries. W. C. Johnstone, county agent, reports an income of \$525,000 to farmers of that county from berries. They matured ahead of the drought.—Capper's Farmer

Lower Rio Grande Valley—Forty Nurserymen of the Lower Rio Grande Valley, Texas, at a meeting in Harlingen, Tex., recently pledged cooperation with the Better Business Bureau, B. M. Holland, bureau president and Dr. A. T. Potts conducting the discussion. Said President Holland: "The lower Rio Grande Valley, because of its rapid expansion and prosperity, is going to be the playground for every kind of scheme imaginable, and we will lose hundreds of thousands of dollars in the next few years if we do not form such a bureau."

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1,000 English Laurel, 18", 24", 36".
200,000 Evergreens, leading varieties, 12" to 4'.
20,000 Amoor River North, 18-24", 24-30".
25,000 California Privet, 18-24", 24-30".
2,000 Lombardy Poplar, 6-8', 8-10', 10-12'.
2,000 Silver Maple, 8-10', 10-12', 12-14'.
1,000 Catalpa Bungei, 5-6', 6-7'.
30,000 Apple, 2 and 3 yr.
50,000 Peach, 2-3', 3-4', 4-5'.
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10,000 Japan Plum, 2 and 3 yr.
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LITERATURE

Hortus: A Concise Dictionary of Gardening and General Horticulture. By L. H. Bailey and Ethel Zoe Bailey. Large 8vo., pp. 652, full page half-tone engravings 16. A production of The Macmillan Co.

Rochester, N. Y. American Fruits Publishing Co., Inc. Postpaid, \$10.

This book, says the authors, is an annotated inventory of the species of plants and their main botanical varieties now in cultivation in the United States and Canada outside botanic gardens, experiment stations, government test grounds, special fanciers' collections and introduction gardens, together with brief indications of uses and methods of cultivation.

Since the completion of the *Cyclopedia of American Horticulture* in 1902 the hope has been entertained by the authors that some day a one-volume *cyclopedia* would be possible. Indeed, in the preface to the first *Cyclopedia*, written Jan. 11, 1902, the responsibility presented by the problem of keeping account of the species of plants newly introduced was acknowledged as follows: "It is hoped that subsequent progress may be recorded in annual supplemental volumes." The supplements did not appear but subsequently the *Standard Cyclopedia of Horticulture* was prepared as an enlargement on the subject, published in six volumes 1914 to 1917 and later on thin paper in three volumes.

It should be understood that *Hortus* is not assembled from the *Cyclopedia* named, in the sense of being merely an epitome or abridgment of that work. It is declared by the authors to be a new undertaking, compiled as far as possible from fresh and original sources to express the status of American horticulture at this period as reflected in the species of plants at the command of the cultivator. The book has been in preparation about five years; it is a supplement to the *Cyclopedia*.

Although the annotations are necessarily brief under each entry, this fact enables inclusion of species to the number of 12,659, aside from synonyms; 3,102 Latin varietal names and a total of 19,748 Latin binomials and trinomials aside from many secondary and subordinate accountings. All of which testifies to the comprehensiveness of the work.

The size of the volume comports with the character and arrangement of the contents, making it in every way a highly valuable handbook of ready reference, providing an

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aid to current nomenclature, the spelling of names, of great assistance in labeling, a guide to cultivation and a source for locating plant materials. Sufficient information is given under each genus and species to meet main requirements of the planter. Those who desire further descriptions of the species and more information generally should have available the *Standard Cyclopedia of Horticulture*, Bailey's *Manual of Cultivated Plants* and Alfred Rehder's *Manual of Cultivated Trees and Shrubs*.

Nurserymen particularly will find *Hortus* of great value as a working tool in their libraries or on their desks.

"It is a peculiar pleasure," says Dr. Bailey, "to bring to North America the word *Hortus* as the name of a book. In such usage it has long and illustrious history. Latin for 'a garden,' the word is also employed for a book about the plants that grow in the garden and sometimes for a work about the kinds of plants in general. Among the *hortuses* of history are those by Linnaeus, of commanding importance because of their bearing on the identification of the species described in his subsequent works. The work under review is a *Hortus Americanus*."

A few days' use of this volume in the editorial rooms of the *AMERICAN NURSERYMAN* has proved its remarkable convenience for reference, its comprehensiveness, the value of the cross-references and above all the

sufficiency for practical purposes of the condensed information. The authoritativeness of the work is, of course, its outstanding feature. The authors need no introduction to readers of this journal.

His Lucky Day

Adolf Muller, of Norristown, member of the Pennsylvania Game Commission, believes that some people never know just how lucky they are. He cites this recent incident in proof:

"A game warden in this district," said Muller, "recently encountered a gunner, who obviously was an amateur. He spoke to him and asked if he were having any luck. The gunner beamed and replied, 'Brother, this is sure my lucky day. So far I've shot 18 pheasants.'

"The open season for pheasants had been closed for several days and the warden was astonished, but he concealed his surprise and asked to be shown. The fowler led him to an automobile and there on the floor were 18 birds—every one of them a big, fat crow.

"Boy," said the warden, "it certainly is your lucky day. You don't know how near you came to paying \$25 apiece for these birds. And now for a word of advice. Don't try to eat these pheasants. I think they might be a little tough and you wouldn't want to spoil your luck!"—Philadelphia Record.

Importance of berry crops is emphasized in an article entitled "Berries Soften a Crop Loss Blow" in the Dec. issue of *Capper's Farmer*.

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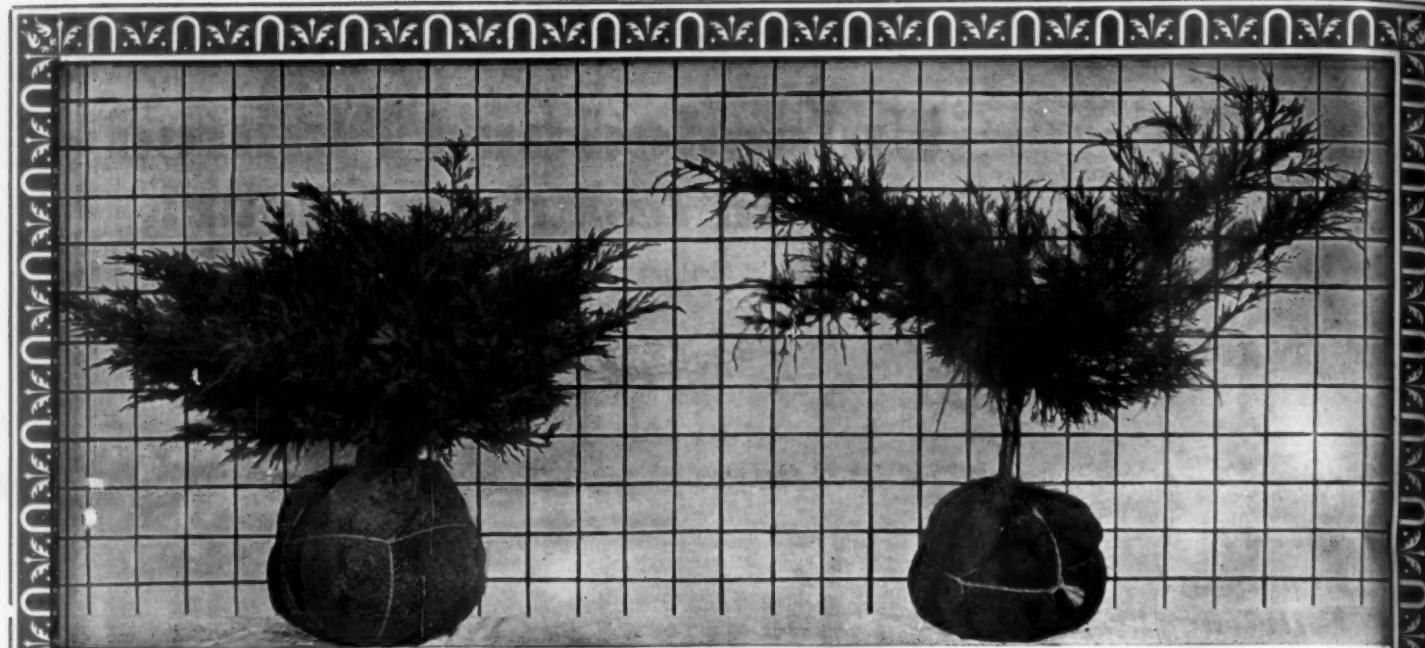
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PICEA (Spruce)		
Fungens kosteri	.75	

Send for copies of the following booklets mailed free to the trade:

1. Hill's Descriptive Catalog with 50 Evergreen plates in colors.
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3. Conifer Comments, a booklet of detailed information on the care of Evergreens.



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